



IPO Banks: Pitch, Selection and Mandate

Philippe Espinasse

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In this practical guide, Philippe Espinasse, a former equity capital markets banker and author of *IPO: A Global Guide*, looks at what goes on behind the scenes when investment banks pitch for IPOs to companies and their shareholders.

In clear and simple language, he offers advice and suggestions for the interview, selection and appointment of lead banks across any jurisdiction, as well as for the execution of a flotation.

Using a wide range of examples and case studies from around the world, he explains negotiation techniques through which listing candidates can save considerable time, effort and costs, and also limit their potential liabilities in their dealings with financial institutions. A variety of sample documents, checklists, an extensive glossary and an index are also included.

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